



ITALIA AFRICA BUSINESS WEEK

UNDER THE PATRONAGE OF



Cooperazione Italiana
allo Sviluppo
Ministero degli Affari Esteri
e della Cooperazione Internazionale



GROWING TOGETHER



Italia Africa Business Week

THE FIRST MAJOR BUSINESS EVENT BETWEEN ITALY AND AFRICA

Rome 17-18 October 2017

Spazio Eventi Tirso - Via Tirso 14, 00198 Rome - Italy

Every situation is a positive situation
if viewed as an opportunity for growth.

Brian Tracy

The Italia Africa Business Week is the first event of its kind in Italy where African and Italian entrepreneurs can meet and communicate. A forum to develop business opportunities and partnership deals.

Two days of networking, meeting and conferences organized to create successful partnership.

A unique occasion to anticipate the African trend of growth. With unprecedented forecasts of growth the African continent represents the future for investments and opportunities.

This forum wants to be the first event of a long series to help business exchanges between Italian and African entrepreneurs to develop new opportunities.



www.iabw.eu



info@iabw.eu



+39.333.2246672
+39.338.7749076



[ItaliaAfricaBusinessWeek](https://www.facebook.com/ItaliaAfricaBusinessWeek)



The idea

The first "Ministerial Conference Italia-Africa", organized in Rome May 18, 2016, the Italian Ministry of Foreign Affairs and International Cooperation stressed the need to create a stable link between the two worlds.

In order to give continuity to this new process, we propose a commercial and business Forum, the Italia Africa Business Week (IABW), with the goal of facilitating the encounter and interaction of the commercial and financial worlds of Africa and Italy.

To improve the relations, favor the creation of networks and reach a shared growth on both sides in a win-win mode.



Aims

- › To improve the existing economic, commercial and technological cooperation processes and start new ones.
- › To create new job opportunities for Italy and for Africa.
- › To build a "economic and human" bridge between Italy and Africa for a shared growth.
- › To favor the technological transfer of Italian know how and to develop the culture of never ending education and learning.
- › To facilitate the partnership between Italian and African businesses.
- › To value the role of the diaspora in the economic and business relations between Africa and Italy.
- › To improve the reciprocal knowledge of the two worlds (cultural, economical, social, environmental, etc.).
- › To share and value the Italian industrial culture inside the African markets.
- › To create a common platform for African diaspora entrepreneurs and professionals in Italy.

Opportunity

Knowledge, contacts, relationships, exchange, sharing, development, strategy, information, culture (of growth), process, investments, returns, entrepreneurship, market, communication, diaspora, bridge, youth, technology, diplomacy and methodology will be the keywords of the first edition of IABW.



Italy: new perspectives

Italy is the seventh economy in the world and it accounts for 17% of the single European market. This is a country strongly oriented to foreign trade, as it's the tenth in the world by value of exportations and twelfth by value of imports. Italy is a country with a history linked to SMEs and a strong industrial culture, both useful to the development of the African continent.

Africa: new opportunities

Africa is the continent which owns, more than any other, the potential to realize a sustainable economic growth. This potential is still mostly unexpressed, and the use of new technologies and advanced productive processes will allow a steady development along new routes, respecting the human dimension and its environment. Moreover we are witnessing important progresses in geopolitical stability, security, democracy, governance and respect of human rights, these results must be maintained and improved.

Diaspora: resource to be valued

The migrant entrepreneurship, despite the crisis and persistent difficulties, is growing strong. This growth is so significant that it has influenced the positive balance of the recorded business in the chamber of commerce board during the year 2015/2016 (Report over immigration and entrepreneurship 2015 - IDOS). We are facing a powerful entrepreneurial group which, if properly supported, can work as a starter and carrier of important actions of co-development. The migrant entrepreneurs can therefore be actors of international cooperation, help the internationalization of Italian businesses towards Africa, and, above all, participate in the creation of small and medium enterprises. They are a unique resource in the relations Italia-Africa, a resource which we would like to enhance during the Italia Africa Business Week.



Program

The program is still temporary

The conferences of IABW 2017

17 October

9.30 - 11.00 › Conference Area
Opening conference

11.30 - 13.00 › Conference Area
Conference - Infrastructures for Africa

14.30 - 16.00 › Conference Area
Conference - Italian biomedical sector and health in Africa

18 October

9.30 - 11.00 › Conference Area
Conference - Investing in Africa

11.30 - 13.00 › Conference Area
Conference - Energy and new technologies for the development of Africa

14.30 - 16.00 › Conference Area
Conference - Agribusiness, an Italian model for Africa?

16.30 - 18.00 › Conference Area
Closing conference: For new dynamics in the business and commercial relations between Africa and Italy

20.00 - 23.00
Gala Dinner

Round tables of IABW 2017

The workshop will be hosted in the Workshop space
Roundtables with a closed number will be organized in the Workshop space

17 October

11.30 - 13.00 › Round table
Diasporas as bridge between Italy and Africa

14.30 - 16.00 › Round table
ItaliAfrica, comparative of Chambers of Commerce

16.30 - 18.00 › Round table
To educate for development

18 October

11.30 - 13.00 › Workshop - Financing tools for entrepreneurial projects in Africa

14.30 - 16.00 › Workshop - Afro-Italian cultural industries and development in Africa

B2B and Networking

There will be two spaces for Networking between Italian businesses and African businesses. One of the spaces will be "private", dedicated to meetings with ministers, ambassadors and national and international authorities.

Gala dinner

Big end for the first edition of Italia Africa Business Week with a spectacular Gala Dinner: music, food, catwalk to enhance the cultural dynamics Italo-African.

Sectors of intervention



Infrastructures

The infrastructural deficit represents one of the biggest problems in most African countries. The Italian know how in this domain can be fundamental to optimize the use of resources and allow African states reach their full economic potential. The infrastructural development, beside the attraction of foreign investments, might positively influence the trade levels inside Africa.



Renewables energies

In most parts of the continent there are still no electrical networks that fully cover the territory, with all the difficulties that this absence implies. Renewable energies might represent the best solution. New technologies, like solar and wind, might in such cases compensate this gap in a totally eco-compatible way, both economically and politically profitable (many states in the world suffer the dependence from oil).

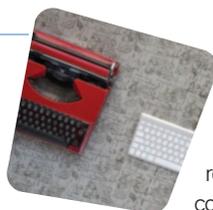


Agriculture and Agribusiness

The agro-food sector, which goes from agriculture to agro-industry, is one of the potential engines for growth for the Countries of Subsaharan Africa. The agriculture uses 60% of population and represents 24% of GDP in the region.

It contributes, more than any other sector, to the global growth of income in rural areas; it stimulates growth in other business sectors (growing demands of goods and services produced outside the sector), reduces global levels of poverty, hunger, and malnutrition.

Agriculture and agribusiness are among the most promising sectors for the development of the African continent.



New Technologies

Technological innovation has become essential for the transformation of global economies. New technologies – from internet to mobile phones – are fundamental resources, for any country, to be internationally competitive.

Just like for the Renewable Energies, for New Technologies it is crucial to reduce the digital divide.



Biomedical

Health is a primary necessity for any Country, but it is also a powerful tool of economic well being. In order to work, a health system needs trained personnel and an industrial sector that produces equipment and technologies for prevention and diagnosis, cure and rehabilitation. The Biomedical sector can do very well for a change of speed in the growth of African Countries, creating the basis for a development, not just economic, but social as well. For this reason, it is fundamental to create the conditions to motivate the partnership between Italy and African countries; with the aim to introduce innovative devices and lifesavers, to favor the education of medical-health personnel, to stimulate the birth of health infrastructures and surgeries. A coordinated action of this kind would create value and jobs at all levels, and for all the Countries involved.

There are different ways to participate in the Italia Africa Business Week



Sponsor

Almost 300 among businesses, institutions, and media are invited to this important event with the goal to unite the efforts of African and Italian actors for the development of the African continent, the growth of the Italian economy, and to draw the international attention over the challenges and opportunities in many key sectors. To become sponsor of Italia Africa Business Week is not only an important moment of visibility for your business, in front of new actors (Africans and Italians), but it means above all to be bearers of innovation, technology, and education at high level. Associating your name to the first edition of Italia Africa Business Week gives you the following benefits:

- › visual presence of the brand;
- › possibility to interact with the participants;
- › privileged access to important guests;
- › interaction with national and international press.



Exhibitors

An exposition area of 1000 sm to present your business and to have private meetings with other participants to the Italia Africa Business Week. In two days you will have the opportunity to present yourself not only to other operators, African and Italian entrepreneurs, but also to experts of the different sectors for business meetings and networking opportunities.



Businesses

The subscription package as participant includes:

- › Right to participate to all events of the forum (conferences, round tables, workshops...)
- › Right to ask B2B meetings in the sectors of interest
- › Transfer by minibus from and to hotels partners and airports of Rome
- › Transfers from and to hotels partners and the location of the IABW
- › Lunches, coffee breaks and appetizers organized during the two days of the Forum
- › WiFi access in the hall of the event
- › Wardrobe service
- › Translation in real time service (French, English, Italian)
- › Interpreter service during B2B
- › Possibility to have a facilitator during B2B meetings

Patronage



Partners



Media Partners

Join the business community and take part in the event for your business and your products.



www.iabw.eu



info@iabw.eu



+39.333.2246672
+39.338.7749076



ItaliaAfricaBusinessWeek